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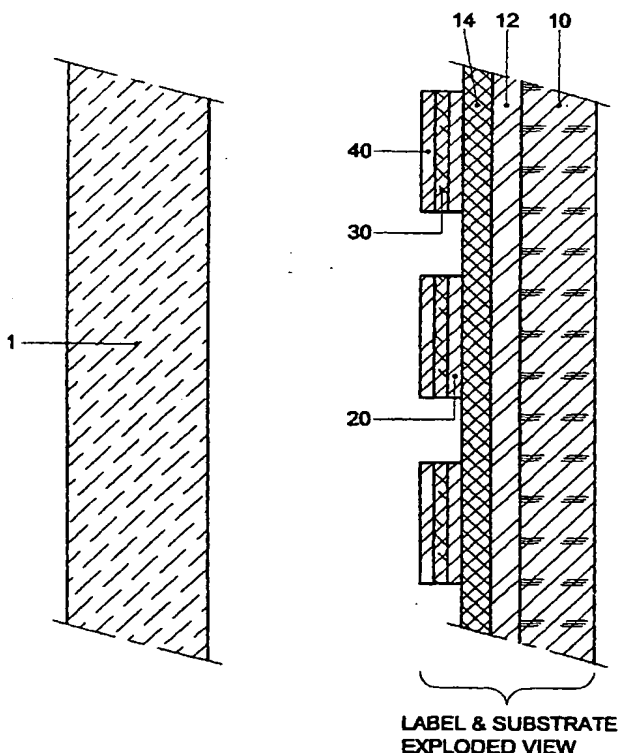
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(54) Title: **TRANSFER LABEL**



(57) Abstract: The invention is directed to a transfer label material for image transfer, comprising a backing carrier material and a transfer layer, said transfer layer at least comprising an image layer, an adhesive layer and a pigmented layer between the adhesive layer and the image layer, said pigmented layer comprising a binder material, at least one white pigment and at least 0.1 wt.%, calculated on the basis of the pigmented layer, of aluminium powder (dry weight).

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